

ABSTRACT

There may be sometimes caused a sense of incompatibility in the appearance of the colors, such as yellow looking darker, in a color image display using a red display, a green display, a blue display and a white display.

A color image processing apparatus of performing the color image display using the red display, the green display, the blue display and the white display, comprising a white signal generation circuit (1000) of generating a white signal  $W$  based on an input red signal  $R_{in}$  for making the red display to be inputted, an input green signal  $G_{in}$  for making the green display to be inputted, and an input blue signal  $B_{in}$  for making the blue display to be inputted, a yellow signal generation circuit (2012) of generating a yellow signal  $Ye$ , based on the input red signal  $R_{in}$  to be inputted, the input green signal  $G_{in}$  to be inputted, and the generated white signal  $W$ , and a first output white signal generation circuit (3012) of generating a first output white signal  $W_{out}^{(1)}$  for making the white display to be outputted, based on the generated white signal  $W$  and the generated yellow signal  $Ye$ .